

Electronic Media

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AT PRESS TIME

DJ fired for racial slurs

PITTSFIELD, MASS.—An air personality for WBEC-FM here was fired last week for remarks he made about Dr. Martin Luther King Jr. on the Jan. 18 holiday honoring Dr. King, WBEC Program Director Pat Ryan confirmed Friday. Mr. Ryan said air personality Frank Turck began his evening shift with the remark: "It's Martin Luther King Day. Let's break out the watermelon and fried chicken." That remark, plus others uttered by Mr. Turck about Dr. King, represented "the last straw" for the station's managers, who say they had previously warned Mr. Turck about racial remarks. Mr. Turck was not available for comment.

PPV firms suspend talks

NEW YORK—Two of the largest pay-per-view services, Request Television and Viewer's Choice, have suspended merger discussions due to differences in operating philosophy, according to Jeffrey
(Continued on Page 71)



Staff photo by Michael A. Marcotte

Northwestern University broadcast journalism students get practical experience in the field.

Classroom clash

Debate grows on training TV journalists

By ROBERT HOMAN
Staff reporter

WASHINGTON—A recent survey criticizing the state of broadcast education has thrown news executives into conflict with the deans of some of the nation's biggest journalism schools.

At the core of the argument is a disagreement between news directors, who want graduates with plenty of practical, hands-on experience, and college administrators, who stress the importance of academic classwork.

Not that the deans disagree with the need for practical experience. Those interviewed by ELECTRONIC MEDIA last week all said their students generally gain some experience through internships or the campus media.

But they also held their ground on the importance of academics in the journalism curriculum, which generally includes courses in law, ethics, political science and history.

"If journalism students don't have a good liberal background, they won't be able to in-
(Continued on Page 69)

TV preachers plan financial openness vote

By ROBERT HOMAN
Staff reporter

WASHINGTON—Religious broadcasters, tainted by a year of scandals, will vote on whether they should be required to publicly disclose their finances, including salaries, expenditures and fund-raising methods.

Members of the National Religious Broadcasters will vote during their annual convention Jan. 30 to Feb. 3 here, a meeting that will focus heavily on financial accountability.

The NRB meeting will be the first since the PTL scandal rocked the religious broadcasting industry and caused viewer donations to plummet at many TV ministries.

"In the wake of the PTL scandal, bankruptcy and reorganization, the urgency of updating our enforcement procedures is critical," said Ben Armstrong, NRB's executive director.

If NRB members agree to make a code of financial accountability mandatory, they would be audited by independent accounting firms, and their boards could not consist of a majority of family members or ministry employees.

Interviews with officials of TV ministries indicated that many favor making such disclosures mandatory.

"If it's not going to have some teeth in it, then why do it?" said Larry Jones, president of the Larry Jones International Ministries in Oklahoma City. "I can't believe what PTL was doing. It's got to stop."
(Continued on Page 71)

NBC seeking buyer for last radio stations

By ADAM BUCKMAN
Staff reporter

NEW YORK—NBC last week said it wants to sell its last seven radio stations in a group, but analysts say that might not be possible.

Brokers and other analysts say only a handful of companies could handle that kind

of purchase, and it's far more likely that the stations will be sold separately.

The NBC announcement reverses a decision the company made last year to sell three of its eight radio properties and then buy additional stations. The reasons behind the reversal were unclear last week.
(Continued on Page 71)

MSOs may ease TBS woes

By JANET STILSON
Staff reporter

NEW YORK—The major cable operators who are backing the Turner Broadcasting System appear likely to give TBS some breathing room on its impending refinancing deadlines.

John Malone, president of Tele-Communications Inc., said the pressure on Turner to meet an April 30 due date "can be worked out without any problem."

On that date, TBS is obligated to pay

\$38.8 million in preferred dividends to the multiple cable system operator investors who gave the company a \$576 million cash infusion last June.

More crucially, TBS must also complete a restructuring of its \$1.3 billion debt by that time.

But, says Mr. Malone, "there's clearly a willingness on the part of the investors to work something out that's not punitive."

This relaxation could be critical, since under Turner's agreement with the
(Continued on Page 71)

NEWS SUMMARY

Religious broadcasters meeting at the National Religious Broadcasters annual convention will vote on whether they should be required to publicly disclose their finances. (Page 1)

The MSO group that's backing the Turner Broadcasting System will apparently give TBS some breathing room on its impending refinancing deadlines. (Page 1)

NBC said it wants to sell its seven remaining radio stations in a group. However, industry analysts say that might not be possible. (Page 1)

News executives have come into conflict with the deans of some of the nation's top journalism schools as a result of a recent survey criticizing broadcast education. The news directors want graduates with plenty of practical experience, while college administrators stress the importance of academic classwork. (Page 1)

CBS and ABC executives don't anticipate the need for major budget cuts, despite serious ratings shortfalls caused by the switch to people meters for the 1987-88 TV season. However, they're hopeful that meetings with A.C. Nielsen Co. executives this week will help correct the discrepancies between the old and new ratings systems. (Page 3)

The difficulties "St. Elsewhere" is facing in the syndication marketplace may have been what sent the show to an early grave. MTM Enterprises pulled the plug on the hour-long show less than two weeks after NBC Entertainment President Brandon Tartikoff predicted such a demise. (Page 3)

ESPN passed longtime champion WTBS in the fourth quarter to take first place in basic cable prime-time ratings, largely due to its NFL coverage, which was the highest-rated cable series. (Page 3)

The debate over racism in sports media was rekindled last week after Jimmy "The Greek" Snyder was fired for making controversial remarks. Sports broadcasting executives defended their records, while critics declared that Mr. Snyder's statements about black athletes are simply the latest example of institutionalized racism in the media. (Page 4)

HBO's plan to present a televised commission of inquiry into allegations against Austrian President Kurt Waldheim for Nazi war crimes has been attacked by the Austrian Embassy. (Page 6)

A helicopter pilot employed by Los Angeles radio station KNX-AM helped rescue 50 people stranded in a battered seaside motel last week. The rescue occurred as the Federal Aviation Administration is considering a proposal to limit media helicopters' access to disaster scenes. (Page 16)

FCC Commissioner James Quello has charged that the agency was responsible for the demise of the must-carry rules, a claim being vehemently denied by others at the FCC. (Page 16)

When the baseball season starts in April, Major League Baseball will begin scrambling broadcasts of away games to a team's home market to protect their transmissions from being picked up by any satellite dish owner. MLB is hoping that regional cable sports networks will follow the lead. (Page 20)

Several New York TV stations are turning to live-action programs to lure back children. On Jan. 20, WCBS's studios were used to tape the pilot for "The Dr. Fad Show," a half-hour children's game show that awards prizes for contestants' inventiveness. (Page 32)

The cable industry is making a pitch to attract political advertising dollars during the 1988 campaign. According to the Cable Advertising Bureau, candidates in the 1984 presidential race spent less than 1 percent of their TV ad budgets on cable. (Page 34)

The greatest potential threat to the cable TV industry is the possibility that Congress will allow telephone companies to offer cable service, according to Wall Street media analyst Dennis Leibowitz. (Page 38)

ESPN is planning to branch out with a new block of exercise programs and its own game show in an effort to expand viewing options. (Page 54)

HBO Video finally released videocassettes of "Platoon" after a lengthy legal fight with Vestron Inc. over distribution rights finally came to an end. (Page 59)

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Cable, Hollywood trying to patch up differences

By DOUG HALONEN
Staff reporter

The cable TV and motion picture industries are making an effort to bury the hatchet.

Sources said representatives of the two industries, which have been battling for at least a year, met at Warner Communications' New York offices last week to try to resolve their differences.

Hollywood and cable representatives credit Warner, the only company that owns cable TV systems and a major movie studio, for initiating the meeting.

John Malone, TCI president and chief executive officer, said the representatives at the meeting agreed not to divulge what they discussed. "A meeting took place, and common public policy issues were discussed," was all a spokeswoman for the National Cable Television Association would say about it.

A spokeswoman for the Motion Picture Association of America said that as of last week, the MPAA knew of no other session scheduled on the issue.

Among those at the meeting were Mr. Malone; Jack Valenti, MPAA president; Trygve Mhyren, ATC chairman; Amos Hostetter, chairman of Continental Cablevision; Robert Miron, executive vice president of Newhouse Broadcasting Co.; Jim Mooney, NCTA president; Barry Diller, chairman of Twentieth Century Fox Film; Lee Rich, chairman of MGM/UA Communications; and Arthur Barron, representing Gulf & Western.

The meeting came at a time when there appears to be increasing concern on Capitol Hill about cable TV's deregulated status.

The House telecommunications subcommittee is planning to review the cable industry's progress in hearings sometime before March, according to a subcommittee spokesman.

In the past, officials for both the movie industry and the cable business have accused the other of being too dominant and in need of legal restraints. But sources now say both camps are concerned that the bickering may be working against their best interests.

Industry sources say Hollywood's major beef is its concern that cable systems aren't paying enough for their use of TV signals from distant markets.

Hollywood interests are said to be particularly irked that cable's copyright obligations haven't gone up even though the cable industry was freed early last year to jack up rates for basic cable service.

A recent federal appellate court decision is expected to double cable's copyright costs for carrying distant signals, such as Ted Turner's TBS and other superstations. Yet that decision essentially brings the cable industry's copyright obligations back to where they were before a lower court in the same dispute acted to reduce them.

One industry source said it was expected that the cable industry will attempt to reach a settlement with Hollywood representatives by agreeing to pay higher fees. #

New York anchor is suspended

By RICHARD TEDESCO
Staff reporter

NEW YORK—WNYW-TV, the Fox Television station here, suspended news anchorman John Roland last week for arguing angrily with a homeless woman on the air.

"His emotions prevailed over objectivity," station management said.

Mr. Roland apologized in a taped segment broadcast by WNYW last Wednesday night. He described his behavior during the eight-minute interview as "rude and impolite and very insensitive."

Mr. Roland, a 19-year veteran of the station, was to return to his anchor position today.

During the live interview, Mr. Roland challenged Joyce Brown, who had been held in Bellevue Hospital for 84 days under New York Mayor Ed Koch's program to remove mentally ill homeless people from the streets.

Mr. Roland sharply questioned Ms. Brown about her mental condition, sometimes shouting her down as she tried to answer his questions.

"The central issue is his proper role as an anchor person in a news program. We are not commenting on his point of view," said Carolyn Wall, general manager of WNYW.

"It's not the role of an anchor person to editorialize." She said Mr. Roland's suspension was intended as a "statement" of the WNYW's news standards. "With this action, the credibility of this newscast will be maintained," she said.

Mr. Roland could not be reached for comment last week. #

CORRECTIONS

A Jan. 11 "Who's News" item on Page 78 incorrectly stated that ESPN's William Allmendinger is based in Bristol, Conn. Mr. Allmendinger is based in Los Angeles. #

Lorimar 'unaware' of Karl's activity

By RICHARD MAHLER and WILLIAM MAHONEY
ELECTRONIC MEDIA staff

LOS ANGELES—The political activities of Karl-Lorimar Home Video President Stuart Karl played no part in his ouster from the company last spring, a Lorimar official said.

Barbara Brogliatti, Lorimar senior vice president of worldwide communications, said the firm was "totally unaware" of Mr. Karl's political ties to presidential candidate Gary Hart until the Miami Herald contacted the company on Jan. 15.

Mr. Hart was accused last week in several newspaper reports of violating election laws by accepting the aid of Karl-Lorimar Home Video employees and resources to support his 1984 presidential campaign.

The Orange County (Calif.) Register on Friday quoted several former employees who admitted that they individually made donations to the Hart campaign at Mr. Karl's request and were immediately reimbursed by him.

The newspaper quoted one of Mr. Karl's staff members as estimating that Mr. Karl raised up to \$50,000 for the Democratic candidate last year by soliciting such donations.

The report followed stories in the Miami Herald alleging that Mr. Karl advanced more than \$96,000 to the former Democratic senator from Colorado in 1984 and put a Hart campaign aide on his own payroll in 1986.

Federal law limits donations from a single individual to \$1,000 and bars companies from providing employee services to a campaign.

While most of the improprieties detailed in the articles took place before Lorimar bought Mr. Karl's operation in November 1984, Ms. Brogliatti said some actions that took place in 1986 and 1987 could be added to the Lorimar suit against Mr. Karl if they involved Lorimar funds.

Lorimar began an investigation last spring that is ongoing, she said. Susan Casey, Mr. Hart's national campaign manager, said Mr. Karl "provided the campaign a range of services from video production to rally promotion."

But, she added, "as far as we can tell today, the campaign was billed for all services rendered."

Mr. Karl, 34, earned millions of dollars with a series of Jane Fonda exercise tapes before selling Karl Home Video to Lorimar Telepictures in November 1984.

(Continued on Page 71)



STUART KARL
Hart contributions questioned

Make-goods won't mean budget cuts

By DIANE MERMIGAS
Senior reporter

Despite serious ratings shortfalls caused by the switch to people meters this season, CBS and ABC executives say they currently don't anticipate the need for major cost cuts.

However, they're hopeful that meetings with A.C. Nielsen Co. executives this week will help correct the discrepancies between the old and new ratings systems.

High-level sources at the three commercial networks and at major New York ad agencies estimate that the networks could collectively incur a minimum \$70 million, and as much as \$140 million, in additional make-goods for all dayparts in the 1987-88 season just because of the people-meter differential.

"It is quite clear that a problem does exist," said CBS/Broadcast Group President Gene Jankowski. "We are hoping that we can manage our way through it this year on the strength of the market and an improvement in our ratings."

"But 1989 could be a whole different story."

Officials of Capital Cities/ABC appear to agree.

An ABC executive last week said people meters "will have a negative impact on the network's finances this year, but it will not be catastrophic. An absolute calculation won't be possible until the third quarter."

Added the executive, who asked not to be identified: "There is no question that people meters have changed the way we market television. None of us can afford to write advertisers an open check anymore."

"One of the results in the upfront undoubtedly will be fewer demographic guarantees."

For instance, some network executives say their traditional Saturday-morning children's block will be sold simply on a household basis or without guarantees on viewers ages 2 to 11. People meters have reported dramatic audience falloff for the networks, especially ABC, on Saturday mornings.

The networks conservatively set viewer demographic guarantees last summer in the upfront market, knowing that people meters generally would show them as delivering smaller audiences than the old Nielsen system did.

Nonetheless, the networks have suffered a real 5 percent to 10 percent erosion in their prime-time audiences, depending on the ratings service cited.

As previously reported, the networks collectively set aside \$350 million to \$400 million in make-good time in all dayparts this season—more than twice their normal amount—largely to compensate for the people-meter differential.

The revenues lost due to make-goods are especially critical to ABC, which some sources expect to finish in the red for fiscal 1988. The CBS network is expected to remain profitable in 1988, buoyed by election-year revenues.

However, ABC network profits will be hurt by Winter Olympics losses and costs related to Major League Baseball, company sources say.

"The revenue shortfalls from people meters will only com-
(Continued on Page 70)



NBC's "St. Elsewhere" will not be resuscitated for a seventh season. The show's last episode will air this May.

'St. Elsewhere' autopsy Did a bleak syndication future kill show?

By WILLIAM MAHONEY and RICHARD MAHLER
ELECTRONIC MEDIA staff

LOS ANGELES—Earlier this month, NBC Entertainment President Brandon Tartikoff warned that the difficulty "St. Elsewhere" faced in syndication might send the acclaimed MTM Enterprises production to an early grave.

True to that prediction, MTM pulled the plug on the hour-long hospital show less than two weeks later and said the last episode will air this May.

Mel Blumenthal, MTM Enterprises senior executive vice president, says the creative team for the 6-year-old drama "wants to go onto something new." That team will reassemble for a new show called "Tattinger's."

But industry observers and station executives say the show's health was hurt by a potentially bleak future in broadcast syndication.

MTM executives last week didn't respond to repeated requests for pricing and clearance information regarding "St. Elsewhere's" off-network distribution of 138 episodes.

The show's difficulties in the off-network arena raise the question of whether "St. Elsewhere" will join a growing number of hour-long shows that are heading to cable networks before distribution to broadcast stations.

But earlier, Mr. Blumenthal insisted that "no consideration was given to a cable network sale."

At the USA Network last week, Dave Kenin, senior vice president of programming, said the cable service talked to MTM about buying "St. Elsewhere" a year ago, but that no agreement was reached and no further negotiations are planned.

Gerry Hogan, president of superstation WTBS, said that Turner Broadcasting "would have looked at 'St. Elsewhere'" if WAGA-TV in Atlanta, where the national cable service is based, had not already bought the show.

Mr. Hogan said that by his estimation only about 20 to 25 stations had bought "St. Elsewhere" in syndication.

Programming officials at CBN Cable Network said they have not had any talks with MTM about buying the series. Programmers at Lifetime were out of town and could not be reached for comment last week.

As for NBC, it says it wanted "St. Elsewhere" to continue airing on the network even though, according to published reports, the program carries a license fee of at least \$1.1 million per episode. However, an NBC spokeswoman said no consideration has been given to having another entity take over production.

(Continued on Page 69)

NFL games top ratings for cable

By JANET STILSON
Staff reporter

NEW YORK—ESPN's breakthrough coverage of the National Football League was the highest-rated cable series for the fourth quarter of 1987.

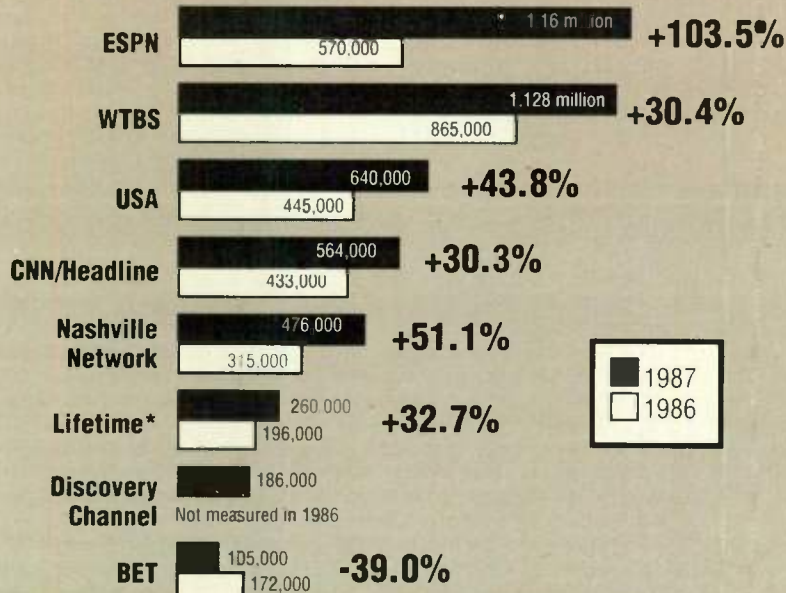
The Sunday-night NFL games earned ESPN a record 10.6 average rating in its universe, equivalent to 4.7 million households.

ESPN also had the second-highest-rated cable series with its Saturday-night college football games, which averaged a 4.7 rating, or 2.1 million households.

In fact, 10 shows on the list of cable's 20 highest-rated programs
(Continued on Page 70)

FOURTH QUARTER CABLE AUDIENCES

Average prime-time audiences in households



Note: 1987 figure are averages of monthly data. 1986 figures are from quarterly reports.
*Not on Sunday night. Source: A.C. Nielsen Co.

ESPN edges into first in cable prime time

By JANET STILSON
Staff reporter

NEW YORK—ESPN hurtled over longtime ratings champ WTBS in the fourth quarter to take first place in prime-time basic cable ratings, largely due to its National Football League coverage.

ESPN also improved dramatically in total-day ratings because of its NFL coverage, jumping from sixth place in the final quarter of 1986 to third place in the fourth quarter of 1987.

In addition to ESPN's success, prime-time numbers compiled from A.C. Nielsen Co.'s monthly cable reports show that every basic cable network improved its average prime-time rating over the same quarter last year. The only exception is Lifetime, which held steady in the ratings.

Results were slightly more mixed in total-day breakouts. But the only substantial loss among basic cable networks was experienced by CBN Network. The family-oriented network was the only basic service to slide in both ratings and household numbers, compared with the same quarter in 1986.

In total-day ratings, CBN dropped from fourth place in the last quarter of 1986 to eighth place with a .5 rating in its universe, equivalent to 187,000 households. That was down .4 ratings points and nearly 100,000 households.

(Continued on Page 70)

Reporter recounts fateful interview

By **ROBERT HOMAN**
Staff reporter

WASHINGTON—Edward Hotaling, a producer-reporter with WRC-TV here, was conducting man-on-the-street interviews about the Martin Luther King holiday when someone mentioned that Jimmy "The Greek" Snyder was at a local restaurant.

"So I went in to ask him what he thought needed to be done about civil rights in terms of sports," Mr. Hotaling said.

Mr. Snyder's controversial response was heavily publicized and led to his firing by CBS.

"I was a little surprised, but not shocked, that they would come from such a prominent TV personality," Mr. Hotaling said about Mr. Snyder's remarks.

"I thought it would have repercussions, but I didn't think they would be that expensive."

Kelly Williams, WRC manager of press and publicity, said the tape of Mr. Snyder's remarks arrived at the station about 4 p.m. that day, and part of the

interview was aired on the 5 p.m. newscast.

By 5:45 p.m., WRC had tipped off the major news services to tune into the lead story on the 6 p.m. newscast, Ms. Williams said.

WRC, the NBC-owned station here, sent tapes of the interview to CBS, ABC and CNN and fed it to the NBC affiliates on the condition that WRC get audio and video credits.

"We decided to accommodate everybody, but we also wanted some control over it," Ms. Williams said.

A printed transcript of the interview was also made available. "We were concerned that some might get the story wrong," she said.

Mr. Hotaling, who is not an on-camera reporter, said The Washington Post incorrectly reported in one edition of the newspaper that he is black.

Mr. Hotaling, a 10-year employee of WRC who is also a reporter for NBC Radio, refused to comment on whether he thought Mr. Snyder should have been fired.

"I want to avoid becoming the story," he said. #

'The Greek' revives sports racism debate

By **RICHARD TEDESCO**
Staff reporter

NEW YORK—The recent controversial remarks by Jimmy "The Greek" Snyder have rekindled the issue of alleged racism in sports media and demonstrated the sharp divergence of opinion on the subject.

Sports broadcasting executives

last week defended their networks' minority records in both reportage and hiring practices, while critics declared that Mr. Snyder's statements about black athletes are simply the latest example of institutionalized racism in the media.

Mr. Snyder, in an on-camera interview in Washington, said blacks had been "bred" to be athletes since the days of slavery. Regarding the movement to put more blacks in sports management positions, he said, "If blacks are put into coaching positions as everybody wants, there won't be anything left for whites."

CBS summarily dismissed Mr. Snyder, who was at the end of his \$400,000-to-\$500,000 contract as oddsmaker/analyst on "The NFL Today," the CBS pre-game show for its National Football League telecasts.

Among the reactions to the incident, Harry Edwards, the outspoken sociologist who now serves as a special assistant to Major League Base-

See related editorial, Page 12.

ball Commissioner Peter Ueberroth, said an absence of minorities in more network reporting positions causes a "lack of broad-based discourse" on sports topics.

In an interview, he also declared that the bias of white sportscasters is obvious in play-by-play analysis of sports events. "The race of a player can be determined by the character of a commentary on a given play," he said.

Other media observers have joined Mr. Edwards in contending that a black athlete executing an exceptional play is typically praised for his or her natural ability, while a white player making a similar play is lauded for intelligence.

In other reaction, the Rev. Jesse Jackson, during an ABC interview, said: "Individuals who make statements that are insulting are dispensable, and they go. But the policies that remain must be changed."

An ABC Sports executive said the network had become "extremely sensitized to the race issue" and dismissed suggestions of discriminatory hiring practices at the networks.

The executive, who asked not to be identified, also dismissed charges of biased reporting leveled at ABC, most recently during its coverage of last fall's New York City marathon when it failed to report that a black runner was leading the race early on.

Also, the executive, in dismissing bias charges, included an incident a few seasons ago when Howard Cosell described a black Washington Redskins receiver as a "tough little monkey." The executive said, "Howard Cosell is no more a racist than I'm from Mars."

An NFL official, who also requested anonymity, said that he has never detected elements of racist reportage in coverage of league games.

The NFL has maintained silence on the CBS dismissal of Mr. Snyder, but it is on record as opposing the presence of oddsmakers as NFL commentators.

Executives at NBC and ABC de-
(Continued on Page 69)

DKM Broadcasting Corporation

has been acquired by

Summit Communications, Inc.

*The undersigned acted as financial advisor to
DKM Broadcasting Corporation in this transaction.*

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Tribune, Bud Grant discuss deal

Tribune Broadcasting and former CBS Entertainment President **B. Donald "Bud" Grant** are discussing a possible joint venture, *The Insider* has learned. Sources say one possible arrangement would be for Mr. Grant's newly formed production company to receive financial support from Tribune to produce programs for its stations and others, including the three commercial networks. Neither Tribune nor Mr. Grant would confirm the report. "It doesn't serve any useful purpose to speculate about such things," said Mr. Grant. But insiders say an announcement could come as early as this week.

* * *

CBS is considering postponing the live debates among the Democratic and Republican **presidential candidates** it had planned to televise on Feb. 3 and 4, before the Iowa caucuses. Sources say the network believes it would be more effective to carry the debates at another time, given the glut of pre-Iowa press coverage the candidates are receiving.

* * *

New York-based Syndicast Services confirmed last week that its "**Slim Cooking With Richard Simmons**" is now history. A.C. Nielsen Co.'s Cassandra report for last November indicates that the show was carried in 59 markets reaching 37.9 percent of the country, and its average household rating was a 0.7.

* * *

Guidance about what broadcasters may safely air after midnight without running afoul of the FCC's "indecent" restrictions appears to be leaking out of the agency in dribs and drabs. FCC Commissioner James Quello, for instance, tells *The Insider* that he believes that broadcasts of "**the 'F' word**" after midnight would probably be OK. "But outright sexual action would be prohibited, I would think," Mr. Quello says.

* * *

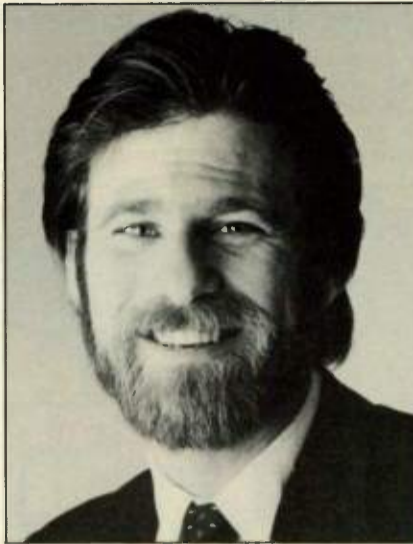
Meanwhile, **KCOP-TV** in Los Angeles has come up with a unique explanation for its decision to air an uncut version of

THE INSIDER



BUD GRANT

Won't discuss plans with Tribune



RICK FELDMAN

Didn't find "All That Jazz" obscene

the R-rated "All That Jazz" during prime time on Jan. 6. Rick Feldman, vice president and station manager, said the station gets a lot of negative feedback from the Hollywood production community whenever it cuts films. Also, the station thought it would be "tacky" to cut the film so soon after its creator, Bob Fosse, had died. "We also don't believe any part of the movie was obscene," Mr. Feldman added.

* * *

Expect World Events Productions to announce a major cross-promotion with Ralston Purina Co. The cereal maker will launch a new kids cereal, **Dinersaurs**, next April in tandem with the airing of World Events' "Denver, The Last

Dinosaur" special. The "Denver" character will grace 3½ million introductory packages of the cereal. Stations airing the special can also get into the action. Viewers will be asked to send in proof-of-purchase seals from the cereal to their local TV stations, which will be asked to hold daily drawings for prizes.

* * *

Plans by the **National Association of Broadcasters** to launch a broadcast technology center are undergoing major revisions, in part because of criticism from the Association of Maximum Service Telecasters, the TV networks and some major group broadcasters. Insiders say that one of the changes contemplated would be to sever all ties between the center and the NAB. According to one scenario, NAB's Tom Keller would remain the top technical person for the new entity, but insiders say a search is under way for someone else to head up the new organization.

* * *

Bill Carter and Mark Gunther, TV critics for the Baltimore Sun and the Detroit Free Press, respectively, are busy putting the finishing touches on their book about ABC's "NFL Monday Night Football," being published by William Morrow & Co. Tentatively titled "**Monday Night Mayhem**," the book is due out in August. Mr. Carter promises an interesting read and says, "I expect we'll make some news."

* * *

Mike Joseph, one of the inventors of top 40 radio in the 1950s, is celebrating his 30th anniversary as a consultant. Mr. Joseph, who is still at it today, could very well have been radio's first programming consultant. Looking back, he seems to be most proud of one particular statistic. Of his 75 station clients in 30 years, 15 of them were 50,000-watt, clear-channel AMs, the nation's most powerful radio stations. That's quite an accomplishment, considering there are only 24 clear channels in the whole country. "I get chills just thinking about it," Mr. Joseph said. #

—Written by Marianne Paskowski from bureau reports

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The fall of 'The Greek'

The firing of Jimmy "The Greek" Snyder presents one of those unpleasant news stories we'd just as soon not encounter. Mr. Snyder, as the whole world knows by now, lost his job at CBS Sports because of some insensitive and downright ignorant remarks he made about black athletes.

We wouldn't feel so bad about the incident if we thought Mr. Snyder intended to demean blacks when he uttered his ill-conceived words. A broadcaster who deliberately uses the airwaves to spread hate and racism deserves to be fired, as far as we're concerned.

Mr. Snyder, however, clearly meant no harm when he spouted off to a reporter for NBC-owned WRC-TV in Washington. It seems obvious that he was simply trying to explain, in his own wrongheaded way, that blacks are better athletes than whites for historical reasons having to do with the way they were bred during slavery.

Before shutting up, Mr. Snyder even managed a little reverse racism, accusing white athletes of being lazier than blacks.

The stupidity and insensitivity of all this shoot-from-the-hip commentary was compounded by incredibly poor timing; it came during media coverage of Martin Luther King Day.

Not surprisingly, the story roared through the nation's media outlets and came across as a simple case of racist remarks from a famous CBS Sports personality. Within hours, both Mr. Snyder and CBS had apologized. A few hours after that, Mr. Snyder was fired.

In the wake of it all, we are left to ponder several lingering questions.

We wonder, for example, why anyone ever turned to Jimmy "The Greek" Snyder for his views on the plight of blacks in sports. Mr. Snyder was, after all, little more than an oddsmaker for CBS Sports. This hardly makes him an expert or even a qualified source on the subject of race relations.

Which reminds us of another nagging question: Why would a network employ an oddsmaker in the first place? Is that not simply a means of encouraging the serious problem of illegal sports gambling? We think it is, and we hope CBS Sports will use the occasion of Mr. Snyder's misfortune to permanently abolish the bookie-like role he leaves behind.

Beyond that, we hope the Snyder incident will prompt a serious examination of the issues his remarks only skirted. These issues have to do with race relations on and off the fields and courts. Why aren't there more black baseball managers? Why aren't there more black owners? And why do blacks seem to dominate certain areas of sports while whites rule in others?

These are legitimate areas for serious journalistic inquiry. They deserve more attention than a controversial clip on a national newscast can provide. They deserve more than the half-baked thoughts of a misguided oddsmaker.

In fact, if CBS Sports is really out to right the wrong its ex-employee allegedly inflicted upon the viewing public, it will lead the way toward focusing attention on the issues that lie beneath the Jimmy "The Greek" controversy. Such a response would be much more meaningful than a mere firing. It would, in fact, take aim at eradicating the very ignorance that led Mr. Snyder to say what he did. #

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TELEPHONE NUMBERS	
Editorial	Chicago: 312-649-5293 Los Angeles: 213-651-3710 New York: 212-210-0233 Washington: 202-662-7208
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LETTERS TO THE EDITOR

TV and radio need to serve kids better

It's ironic that in the same issue of ELECTRONIC MEDIA, Dec. 28, in which Adam Buckman reported on the cancellation of "Kids America," the critically acclaimed and award-winning public radio program (Page 3), due to a lack of funds, a mere five pages away appeared a three-page ad spread suggesting 20 ideas to "Win Back the Kids," albeit the reference is to commercial television rather than public radio.

But kids are kids! At the conclusion of its examination of desertion and declining children's viewership and its suggestions and observations, the copy candidly notes The Program Exchange's (a division of Saatchi & Saatchi DFS) interest in the problem is they represent General Mills, "an advertiser who seeks to reach kids," and who also distributes some two dozen programs across the United States.

Mr. Buckman's story estimates "Kids

America's" annual production budget at \$1 million, half of which was funded by the Corporation for Public Broadcasting. The fact that "Kids America" was only carried by 26 radio stations undoubtedly contributed to its demise.

Perhaps a more aggressive marketing and promotion strategy, along with a financial infusion, would have helped it survive.

I agree wholeheartedly with Judy Janowski, general manager of WDUQ-FM in Pittsburgh, who says there should be a commitment to children, especially when we keep hearing and saying they are our future.

If indeed General Mills is "an advertiser who seeks to reach children," here's a perfect opportunity.

Wouldn't it be a noble undertaking on their part, along with other marketers in this world of sugar crisp cereals who want their products to reach America's kids, to take the leadership role and come up with some of the dollars they take out annually from that marketplace and give some of it back to the "kids of America" in the form of financial fiber and revitalize "Kids

America?"

John Scuoppo
public relations consultant
John Scuoppo Enterprises
Throggs Neck, N.Y.

Tell us what you're thinking

ELECTRONIC MEDIA welcomes letters to the editor. If you want to speak out, write to Viewpoint, ELECTRONIC MEDIA, 740 Rush St., Chicago, Ill. 60611.

All letters are subject to publication provided they are signed and neither defame nor libel individuals or organizations.

Letters may be shortened and grammatical errors corrected.

As a matter of policy, writers' names are published. However, exceptions to this policy may be granted upon request of the writer if, in the opinion of the editors, the reason is sufficiently compelling. #

QUICK TAKES

Do you favor the elimination of broadcast-newspaper cross-ownership rules?



Francis A. Martin III
president and chief executive officer
Chronicle Broadcasting
San Francisco

"I'm in favor of cross-ownership of newspapers and TV stations. A tremendous diversity exists today in the media in most every major market. There's a real competitiveness between TV stations and newspapers, whether the ownership is cross-owned or not."



Joel Chaseman
president
Post-Newsweek Stations
Washington

"Yes. I think there's a presumption of guilt in the rules. If an owner abuses the privilege, there are enough remedies so the abuse can be corrected. And I believe the original FCC assumption that newspaper owners are better suited to operate TV stations is correct, in many cases."



James Terrell
president
Gaylord Broadcasting
Dallas

"Yes. There are a number of markets where broadcast properties have helped newspapers stay in business. There are enough media outlets in every major city to make the cross-ownership rules unnecessary."

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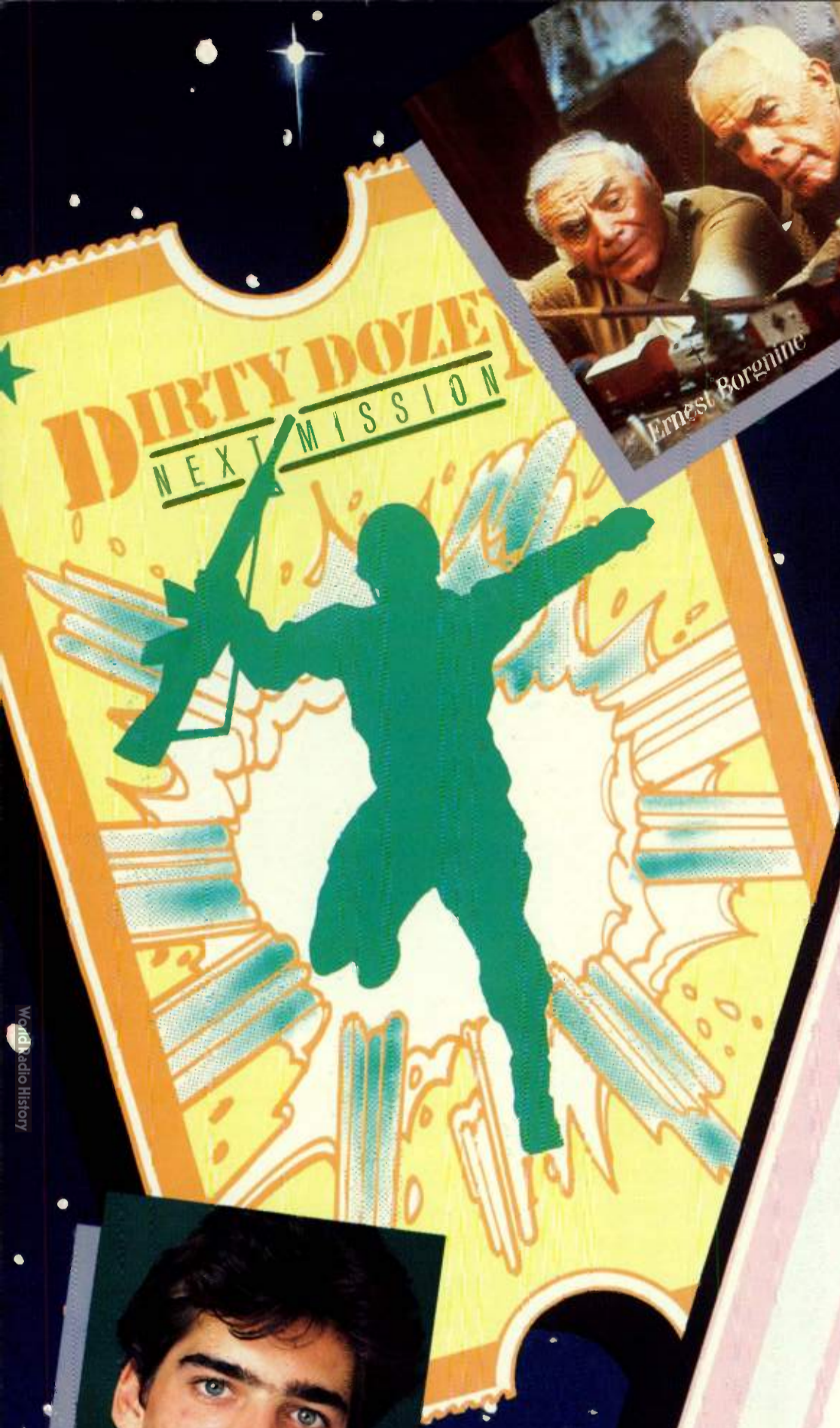


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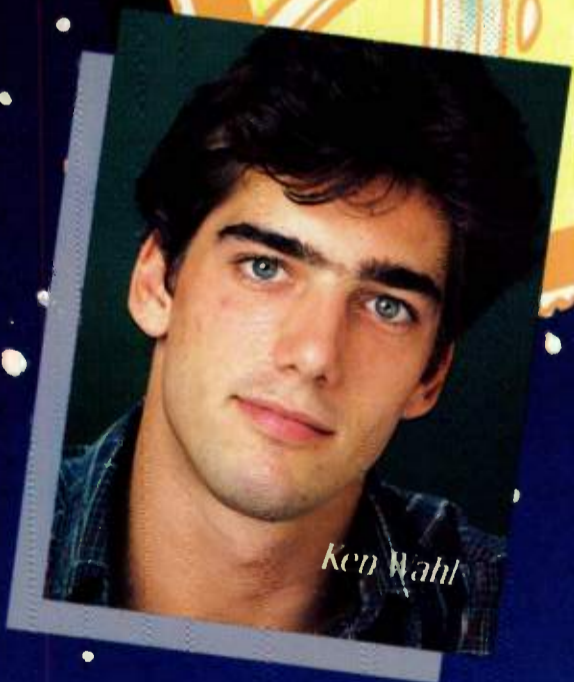
Lee Marvin



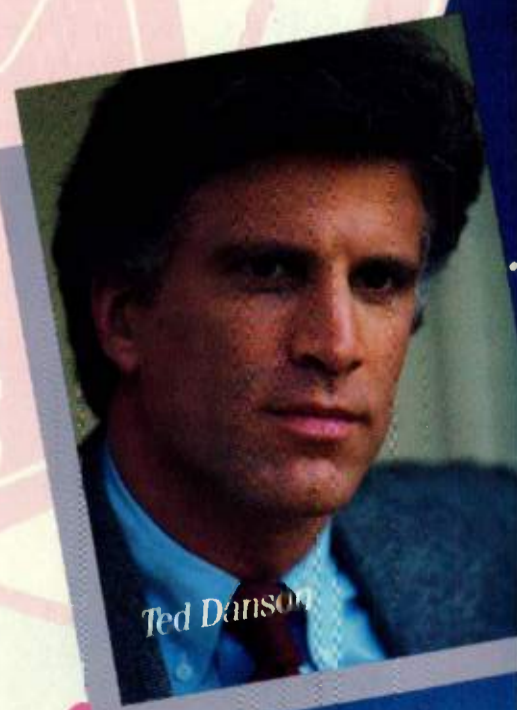
Joan Collins



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Ted Danson



Glenn Close

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CHILDREN OF THE NIGHT
DEATH OF A CENTERFOLD

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PAPER DOLLS
I WAS A MAIL ORDER BRIDE
FOR LOVERS ONLY

FANTASIES
THIS HOUSE POSSESSED
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INCIDENT AT CRESTRIDGE
HEAR NO EVIL
FARRELL FOR THE PEOPLE

HAPPY ENDINGS
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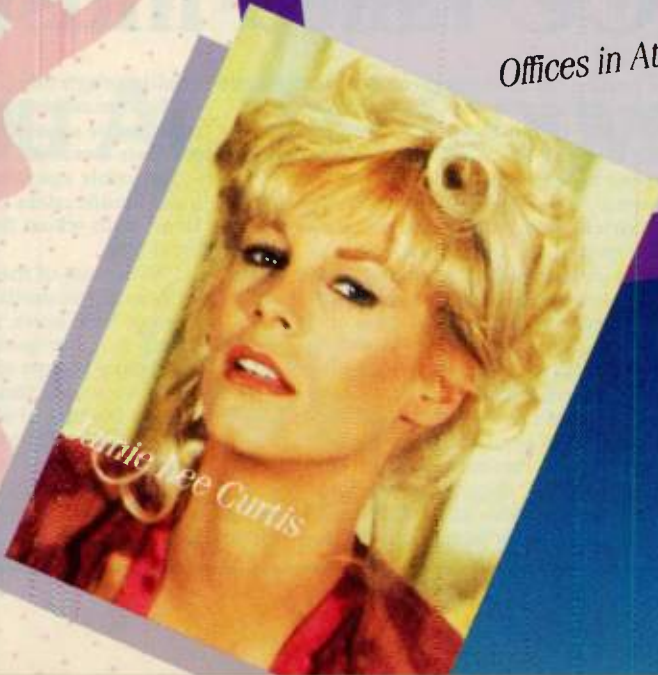
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DEATH
OF A
CENTERFOLD



SMPTE to explore technology in transition

By RUSSELL SHAW
Special to ELECTRONIC MEDIA

When it convenes this Friday and Saturday in Nashville, the 22nd annual Society of Motion Picture and Television Engineers Television Conference will look at "Technology in Transition."

Meeting in the Opryland Hotel, more than 500 attendees of the two-day SMPTE conference will discuss the current state of television technology and where it's headed.

Engineers, researchers, scientists and entrepreneurs from the United States, Japan, West Germany and the United Kingdom will present a total of 28 technical papers. The presen-

tations will be divided into four half-day topic sessions.

"The theme 'Technology in Transition' was chosen to represent the fact that technology was changing from a situation where 'things will be available several years from now,' to the real fact that things are actually changing and are available," said J. Wayne Caluger, SMPTE program chairman and president of Caluger & Associates in Nashville.

"There's a shortage of information about how to implement new analog and digital components," Mr. Caluger added, "so we hope that attendees come away with a better understanding of how to implement this new technology."

The first session when the conference opens Friday morning will be "Formats." Topics under discussion will be innovative new videotape-recorder formats popularized in recent years and 3-D laser videodisc technology, plus other video-recording subjects.

This session will include two panel presentations. Representatives of Sony Magnetic Products of Japan and a representative from Sony Corp. of America, Park Ridge, N.J., will conduct a panel called "The Application of High Hc Cobalt-Iron Oxide Tape for D-1 Digital Video Recording."

In the same program, representatives of Japan's Sanyo Electric Co. Ltd. and NHK Science and Technical Laboratories will head

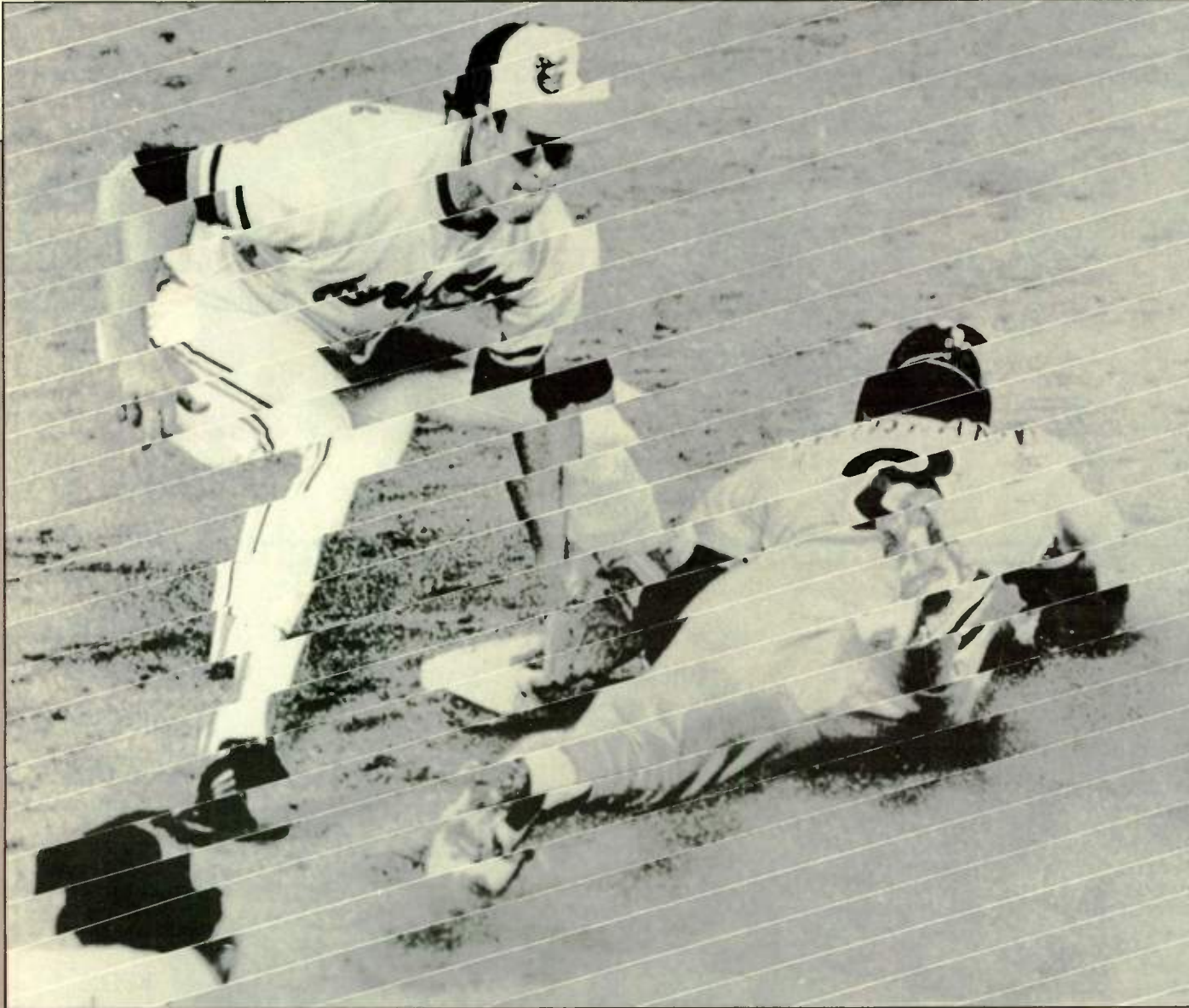
a discussion on the "Flickerless 3-D Laser Video Disc System."

Friday's luncheon speaker will be Joseph A. Flaherty, vice president of engineering and development for CBS.

The Friday afternoon session will focus on "Distribution and Processing." According to SMPTE, "Speakers will analyze the electronic video signal—how it is processed, distributed and transmitted."

The session will look at interfacing digital equipment as well as the transmission of high-definition television signals.

During this session, five professors from the Massachusetts Institute of Technology, Cambridge, Mass. (Continued on Page 38)



Signal pirates strike out Major League Baseball moves to scramble signals

By RICHARD TEDESCO
Staff reporter

NEW YORK—Major League Baseball is scrambling to get ready for the start of the 1988 baseball season—literally.

When the regular season starts in April, Major League Baseball will begin scrambling broadcasts of away games to a team's home market to protect their transmissions from being picked up by any satellite dish owner.

It's hoping that regional cable sports networks will follow that lead.

"I think what'll happen now is that regional sports networks will decide for themselves whether it's worth their while to scramble," says Bryan Burns, Major League Baseball executive vice president of broadcasting.

With unscrambled away game, or backhaul, signals, a home-dish owner can receive a game's video transmission and listen to a local radio network for play-by-play description and commentary.

Scrambling the backhaul signals would enable regional sports networks to sell games to the home-dish market that was able to pick up the games for free last season.

In its plan, Major League Baseball has hired Hughes Television Network to handle the scrambling. Hughes will supply General Instrument VideoCipher IB scramblers and descramblers for MLB's satellite transmission network, along with a computer system.

John Tagliafaro, president of Hughes, said that all MLB broadcasts would be scrambled within a month of opening day.

Hughes will be looking for broadcasters and cable systems interested in using the scrambled network during baseball's off-season.

Meanwhile, several regional networks have decided to jump on the scrambling bandwagon.

Home Sports Entertainment, the Houston-based regional sports service, plans to start full-scale scrambling of its programing

in April.

"We're ready to go. We are going to scramble," says Dick Barron, HSE vice president of operations.

For HSE, the potential market for home-dish owners subscribing to the service is a sizable one.

Geographically, the service covers a large area in Texas and neighboring states.

HSE carries 80 Houston Astros games and 60 Texas Rangers games during the regular season.

That market contains up to 30 percent of all backyard satellite dishes currently in use in the United States, according to Mr. Barron.

"We don't object to people picking up our signal. We just don't want them picking it up for free," he says.

In addition, HSE plans to carry 100 baseball games, including Baltimore Orioles games and Detroit Tigers contests picked up from other regional networks, on its Sunshine Network in Florida.

(Continued on Page 38)

PRODUCT UPDATE

Cubicomp completes acquisition

Cubicomp Corp., a maker of 3-D graphics and video-animation products, has completed its acquisition of the assets and technologies of Canada's Vertigo Systems International, a maker of high-performance 3-D computer animation systems. The consolidated computer-graphics company, which will be called Cubicomp, will offer a complete range of 3-D animation graphics systems, priced from less than \$25,000 to more than \$150,000. Cubicomp, based in Hayward, Calif., acquired the assets of Vertigo, of Vancouver, British Columbia, for an undisclosed sum of cash, stock and assumed debts.

* * *

Canadian Satellite Communications has concluded an agreement to acquire Canadian Teleconference Network, a private Canadian company providing satellite teleconferencing and special event video services to business and industry. CTN installs and maintains a number of private satellite networks for corporate users. The price and terms of the acquisition were not disclosed.

* * *

Mitsubishi Electric Sales America has changed the name of its industrial video division to professional electronics division. MESA operates manufacturing plants and distribution centers throughout the United States, with its professional electronics division headquartered in Piscataway, N.J. The newly named professional electronics division is headed by T. Don Shimozato, MESA vice president and division general manager, and has sales offices in Norcross, Ga.; Mt. Prospect, Ill.; Irving, Texas; and Cypress, Calif.

* * *

Optimedia Systems of Fairfield, N.J., has upgraded its on-line editing capability with the Echolab DV-5 post-production switcher. The DV-5 takes video input from 10 different sources, plus background color and black. The resulting visuals can be stored and recalled. Features include three keyers, three digital color generators and more than 60 programable wipe patterns.

* * *

MCA Broadcasting's WWOR-TV in Secaucus, N.J., is installing a 32-terminal Basys newsroom computer. The independent television station recently expanded its news programming. Tom Petner, WWOR's news director, says they bought the system to increase newsroom efficiency and to make it simpler for field reporters to communicate with producers and writers. Each of the department's 26 reporters will be equipped with portable laptop computers.

* * *

Fox Broadcasting's WNYW-TV in New York has installed its second Sony Betacart multicassette system for use in broadcasting television commercials. The station's first Betacart system began operating in fall 1986 exclusively for the compilation of commercial reels. The addition of the second system as a backup allows WNYW to use the system for direct-to-air playback. #



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World Radio History

Cashing in on the winning image

Home sports videos hotter than ever

By ALAN BREZNICK
Special to ELECTRONIC MEDIA

Don't look for a "Super Bowl Shuffle" by the Chicago Bears this winter.

In sports, music videos are for winners only, like the current baseball champion Minnesota Twins or the Bears team that high-stepped its way to a Super Bowl crown and video fame two years ago.

So the Bears' hopes of a small-screen encore were dashed earlier this month when the Washington Redskins knocked them out of the NFL playoffs.

But even if every team can't boast a popular music video, home sports videos are generally hotter than ever this year. Several teams, leagues and arenas are plunging into the rapidly growing, wide-open market for the first time, while veteran players are branching into new areas.

The New York Mets, for example, have turned to children's videos just one year after cleaning up with a highly successful music video, "Let's Go Mets."

The new 30-minute home video, "Think Big," is a "motivational entertainment" tape designed to teach youths about self-confidence and teamwork.

"It's very different than any other video we've done," said Drew Sheinman, director of marketing for the Mets.

Using three Mets players—Gary Carter, Mookie Wilson and Roger McDowell—and five original songs, the \$19.95 tape tries to instill in children "all the important values to be winners in life," Mr. Sheinman said.

Other sports producers are also getting more ambitious than the highlights tapes and music videos that have now become standard.

NFL Films is producing four "thematic" home videos for HBO Video and Sports Illustrated magazine. The \$14.95 tapes, which blend footage on common themes from several sports, present video "essays" on subjects such as speed, power, finesse and winning.

"It's not focused in on one market," said Steve Sabol, president of NFL Films. "It's not just one team. It's a much broader concept."

Still other producers are banking on pure nostalgia to slice through the growing sports clutter in video stores.

For example, Major League Baseball Productions, a division of Phoenix Communications Group, has been pumping out team and stadium history videos by the dozen, including a 10-year history of the Seattle Mariners.

"The tape didn't sell very well, but it's surprisingly entertaining for a team (with a career record) below .500," said Geoff Belinfante, executive producer of Major League Baseball Productions.

Of course, straight highlight films are still very popular, particularly with rookies entering the \$25 million sports video field.

Madison Square Garden Network, for instance, is preparing retrospective looks at hockey's New York Rangers and the famed Garden itself for release next fall.

"It (home video) certainly is something that we should have done (before)," says James J. Cavazzino, executive vice president of Madison Square Garden Network.

But as more producers are discovering, one-hour, \$20 highlight tapes usually sell only when the team is winning.

NFL Films officials realized this fact two years ago when they hit the jackpot with the then-Super Bowl champion



New York Mets players (from left) Mookie Wilson, Gary Carter and Roger McDowell star in "Think Big," a children's video.

Bears. The 1985 season highlights film, rushed out days after the Super Bowl, generated 135,000 sales in just one city, more than any other highlights tape.

"Giants Among Men," the story of the New York Giants' triumphant road to the Super Bowl last season, did nearly as well in New York, posting an estimated 132,000 sales.

Officials were stunned, however, when the 1986 season highlights film of the Denver Broncos, losers to the Giants in last year's Super Bowl, sold only 5,000 copies in Denver and lost money.

The officials had figured that Bronco fans would buy nearly anything packaged in Bronco orange, particularly a \$19.95 highlights video.

Baseball has seen the same extremes.

The 1986 Mets season highlights tape sold 125,000 copies, on top of the 60,000 sales that the "Let's Go Mets" music video

rang up. But Mr. Sheinman doesn't expect the 1987 highlights video, a recount of the Mets' troubled season last year, to crack more than the barely profitable 20,000 mark.

Even nostalgia tapes, which some see as a sure-fire solution, can't always overcome a present-day club's poor play.

Major League Baseball Productions could move only 5,000 copies each of the Pittsburgh Pirates and Chicago White Sox history videos last summer, not enough to eke out a profit in either case.

The Mets, meanwhile, had no trouble selling 80,000 copies of their 25-year history tape, "An Amazin' Era," during their championship season.

"Fans are very fickle," said Ken Ross, director of non-theatrical programming for CBS/Fox Video, which handles distribution for tapes produced by the National Basketball Association.

He said he doubts that even the Boston Celtics, blessed with pro basketball's most fabled winning tradition, could move a history video in a bad season.

Because highlights and nostalgia often don't work, producers are increasingly resorting to laughs.

NFL Films has broken all sales records with "Best of the Football Follies," a 44-minute tribute to the foibles and fumbles of pro football. Mr. Sabol said 750,000 tapes have been sold, more than half through a premium offer with Sports Illustrated.

Major League Baseball Productions has followed suit with "Baseball Funny Side Up," a bloopers video that came out in September.

Mr. Belinfante's group is also working on a pro hockey bloopers film, due out at the end of February. Madison Square Garden Network plans a "Garden Gaffes" tape next fall.

And the World Wrestling Federation, the king of campy sports entertainment, just keeps churning out pro wrestling videos.

"In lieu of performance, you have to entertain," said Mr. Cavazzino of Madison Square Garden Network.

Besides humor, sports producers are also turning to national, sport-wide topics, such as Major League Baseball Productions' "History of Baseball," NFL Films' "Crunch Course" and the NBA's "Dr. J's Basketball Stuff," starring former Philadelphia 76ers great Julius Erving.

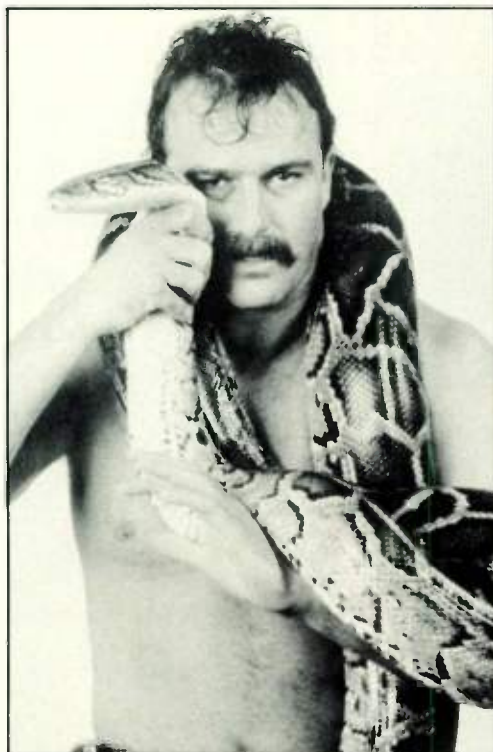
Ed Desser, vice president and general manager of NBA Entertainment, said "Dr. J," released during Mr. Erving's farewell tour of the league last spring, has been the NBA's biggest seller so far.

"It has the broadest base," Mr. Desser said. "Everybody loves this guy."

In addition, producers are experimenting more with instructional tapes, which have scored remarkably well with golf and exercise buffs.

A few are also exploring sports that haven't been tapped much for home video, such as boxing, college basketball and college football.

"The whole thing that's exciting about this business is that nobody knows anything about it," said Mr. Sabol of NFL Films. "It's a slick marketing guy's dream." #



The World Wrestling Federation produces videos featuring such characters as Jake "The Snake" Roberts (left) and Bam Bam Bigelow.

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In fact, "Star Trek: The Next Generation's" young male audience appeal is so strong that only two shows on all television can beat it: "Moonlighting" and "L.A. Law."

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*Source: NSS Pocket Piece Season average through Nov. '87 Sweeps.



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ABOUT
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Analyst: Biggest threat to cable is phone company competition

By ROBERT HOMAN
Staff reporter

WASHINGTON—The greatest threat looming over the cable TV industry is the possibility that Congress will allow telephone companies to offer cable service, said Dennis Leibowitz, a Wall Street media analyst.

Although the Cable Communications Policy Act of 1984 prohibits telephone companies from offering cable TV in their telephone service areas, some legislators might be tempted to lift the ban as a way of reducing local phone rates, the analyst said.

Mr. Leibowitz, senior vice president of Donaldson, Lufkin and

Jenrette, made his comments at a recent Washington Metropolitan Cable Club luncheon.

If the ban is lifted and telephone companies replace their copper wires with fiber optics, they could double their income by offering customers 100 TV channels, including such services as home shopping, pay-per-view and possibly high-definition TV, he said.

Telephone companies already use fiber optics for intercity traffic and for use between switching stations, he said.

Mr. Leibowitz said it appears that the Federal Communications Commission will recommend to Congress that the current telephone-

cable cross-ownership ban be removed.

Also, Rep. Howard Nielson, R-Utah, is planning to introduce legislation that would lift the ban on cross-ownership.

However, Mr. Leibowitz added that Congress isn't inclined to automatically abide by the FCC recommendation.

"Considering current congressional sentiment, an FCC proposal to let the companies in might just be the ticket to keeping them out," he said.

Also, he said, some members of Congress are "more suspicious of telephone companies than cable operators."#

SMPTE to concentrate on state of technology

(Continued from Page 20)

bridge, Mass., will conduct two discussions, "NTSC-compatible 6 MHz High-Definition Television Systems" and "Non-compatible 6-MHz High-Definition Television Systems."

Saturday's sessions will start with "Planning and Maintaining Systems," which covers plans for the physical layout of a studio, design and implementation of equipment and the proper maintenance of systems.

Presentations will look at such topics as "Computer-Aided Design in Facilities and Systems Integration" and "Challenges to the Development of Studio Picture Monitor Specifications."

The fourth and final session, on Saturday afternoon, will be "Post-Production." According to SMPTE, topics in this session will include edit decision lists, the integration of analog and digital formats, mixing and synchronization and systems control.

The lectures and papers presented during the two-day conference will be supported by an equipment exhibition, displaying the systems and devices discussed in the four technical meetings.#

Providence Journal Company

has sold the stock of its wholly owned subsidiary which owns the assets of

WPHL-TV

(Philadelphia, Pennsylvania)

to

Taft Broadcasting Company

The undersigned acted as financial advisor to Providence Journal Company in this transaction.

MORGAN STANLEY & CO.

Incorporated

December 29, 1987

Baseball to scramble its signals

(Continued from Page 20)

Scrambling is part of New England Sports Network's business plan for 1989, according to John Claiborne, NESN vice president and general manager, who sees a market of about 25,000 backyard dishes in NESN's coverage area.

"I think that's substantial," Mr. Claiborne says. "You've also got all the bars in New England coming to you. That's significant."

He projects a subscription price of \$8 or \$9 per month to residential dish owners, but figures on a range of \$50 to \$150 a month for commercial establishments.

Like other regional networks, NESN is a virtual necessity for local baseball fans, in this case Boston Red Sox followers.

NESN will carry 94 Red Sox games this season and "cherry-pick" 15 other games from other regional networks. It also carries 40 Boston Bruins regular-season hockey games and 107 basketball games during the year.

While scrambling makes it easier to manage who is receiving the service, NESN is planning to proceed cautiously, according to Mr. Claiborne.

"I don't want to make that large capital investment and then find out the backhauls aren't going to be scrambled, or that Congress has taken some new direction," he says.

But the perspective from the regional networks is slightly different than that of Major League Baseball, as Bill Aber, vice president and general manager of Home Team Sports, the Washington-based cable sports service, points out.

"I frankly can't get too upset about someone outside my region seeing my game because that person will never be a revenue stream for me anyway," Mr. Aber says. "So I don't have the same concerns as my national bretheren."

To scramble its more than 90 Baltimore Orioles games, along with its numerous other offerings, HTS will have to spend several thousand dollars—about as much as a national cable sports service such as ESPN, according to Mr. Aber.

He intends to review the potential for home-dish business in his market soon, but he remains unenthusiastic about the idea. Still, with the MLB backhaul initiative under way, Mr. Aber also accepts the inevitability of scrambling for the regional networks.#

Analyst says radio stocks a good buy

With the Olympics and presidential elections expected to create the usual increase in television revenues, most media analysts are focusing on TV operators these days.

But Merrill Lynch analyst Edward Hatch, one of just a few Wall Street analysts who make a specialty of the radio industry, thinks this is a very good time to buy the stocks of radio companies.

In a recently released report on the industry, Mr. Hatch says that radio revenues, which exceed \$7 billion annually, are expected to grow 7 percent annually through 1989, slightly ahead of the growth rate expected for all U.S. advertising.

More importantly, says Mr. Hatch, radio would be an especially attractive investment if the economy is sluggish.

"In view of Merrill Lynch's cautious economic outlook, competition among retail establishments is likely to heighten," the report says, "which is an environment that should be very beneficial to radio advertising."

Mr. Hatch's upbeat outlook follows a generally lousy period for radio stocks. Because of weakness in national ad spending—a situation exacerbated by reduced spending among airlines and food companies—radio revenues in the network and national spot sectors declined in 1987.

Then, when the market crash hit in October, radio stocks were hit as hard as, or harder than, the market in general.

For example, Infinity Broadcasting, which Mr. Hatch calls the largest radio "pure play," is down about 25 percent from October—about the same decrease as the OTC Composite index.

In an interview with ELECTRONIC MEDIA, Mr. Hatch said that radio stocks tend to be especially volatile because control of the stock is generally in the hands of just a few shareholders.

But, he says, as control of the radio audience increasingly falls into the hands of the large station operators, these "substantial operators will gain shares at the expense of independents, small groups and the radio divisions of large media conglomerates."

Mr. Hatch adds that "sophisticated broadcasters" with the resources to move quickly can "build significant market presence by drawing small audience shares away from competitors that are either less astute or financially incapable" of making changes.

He traces the growing earnings power of a few radio operators to the FCC's decision in 1984 to raise the ownership limit from seven AM and seven FM stations to 12 of each.

The FCC also has been considering allowing broadcasters to simply own 24 stations in any combination of AM and FM stations. Such a change, says Mr. Hatch, would allow operators to increase their earnings power by adding more FM stations.

The FM band currently accounts for about 70 percent of the radio audience and ad revenues. Just as importantly, though, the rules change would probably increase the private market value of FM stations because demand for those stations would grow, while

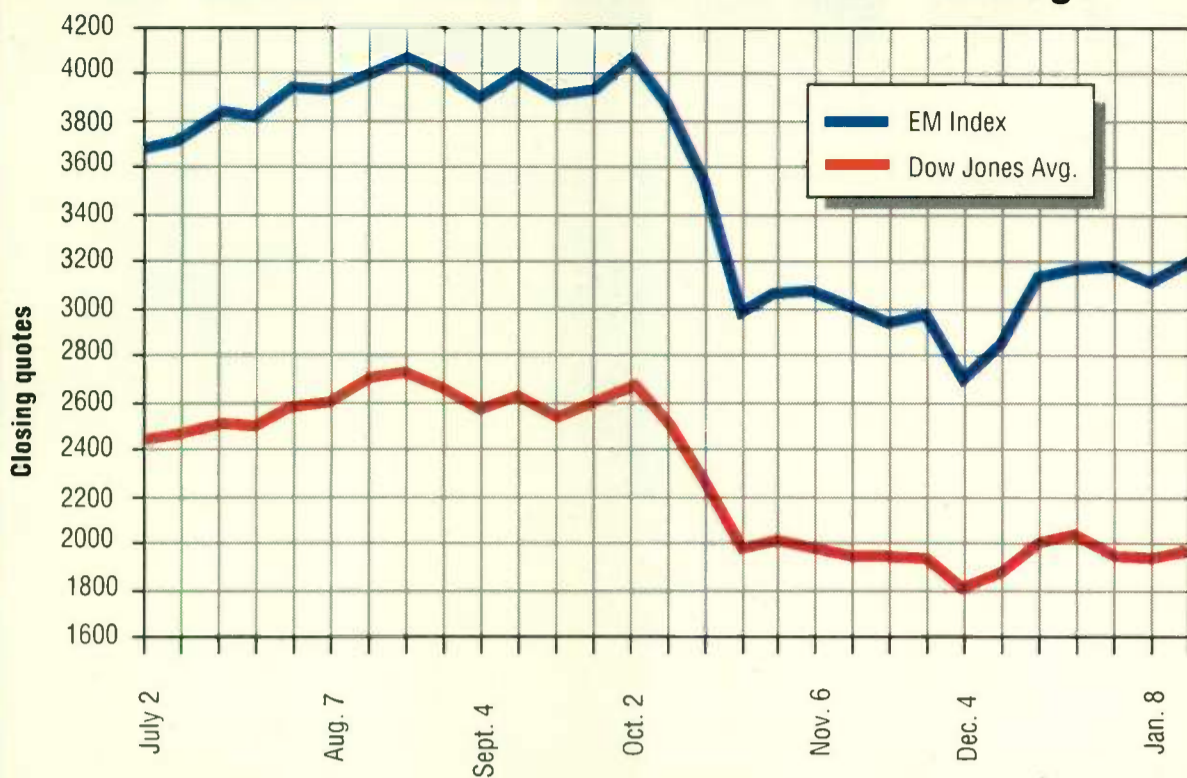
(Continued on Page 67)



FOCUS ON FINANCE

M. Howard Gelfand

ELECTRONIC MEDIA stock index vs. Dow Jones average



ELECTRONIC MEDIA stock index results for the week ended Jan. 15

	Jan. 8	Jan. 15	Change
Turner Broadcasting	\$8.63	\$10.38	20.28%
United Cable	\$21.88	\$24.75	13.12%
Gannett	\$34.00	\$37.00	8.82%
Coca-Cola	\$36.50	\$39.25	7.53%
Viacom	\$18.50	\$19.75	6.76%
General Electric	\$43.38	\$46.25	6.62%
Cablevision	\$24.88	\$26.25	5.51%
Disney	\$58.38	\$60.50	3.63%
Comcast	\$21.88	\$22.50	2.83%
King World	\$18.50	\$19.00	2.70%
Tribune Co.	\$35.75	\$36.63	2.46%
Time Inc.	\$80.00	\$81.00	1.25%
Jones Intercable	\$10.88	\$11.00	1.10%
MCA	\$35.63	\$35.88	0.70%
TCI	\$23.13	\$23.25	0.52%
Gulf & Western	\$70.63	\$70.75	0.17%

	Jan. 8	Jan. 15	Change
Multimedia	\$51.00	\$51.00	0.00%
Cap Cities/ABC	\$338.00	\$338.00	0.00%

	Jan. 8	Jan. 15	Change
CBS	\$160.00	\$159.63	-0.23%
Scrrips Howard	\$79.00	\$78.00	-1.27%
Home Shopping	\$5.63	\$5.50	-2.31%
A.H. Belo	\$50.25	\$47.50	-5.47%
Lorimar Telepictures	\$11.50	\$10.75	-6.52%

WINNERS

LOSERS

Source: Nordby International

Summit closes deal with DKM Broadcasting

Summit Communications Group recently completed the acquisition of Atlanta-based DKM Broadcasting Corp. Terms were not disclosed for the transaction, which was announced last September. DKM owns the following radio stations: WAOK-AM and WVEE-FM, Atlanta; WCAO-AM and WXYV-FM, Baltimore; KFOR-AM and KFRX-FM, Lincoln, Neb.; KWTO-AM/FM, Springfield, Mo.; WAKR-AM and WONE-FM, Akron, Ohio; WONE-AM and WTUE-FM, Dayton, Ohio; KMEZ-AM/FM, Dallas; and KLZ-AM and KAZY-FM, Denver. DKM's corporate team will continue managing the radio stations from Atlanta. Summit, one of the nation's top 50 multiple system owners, will continue to manage its cable operations from Winston-Salem, N.C. Summit operates cable systems in North Carolina and Georgia with 120,000 subscribers.

Capital Cities/ABC will acquire up to 20 percent of the common stock of the Satellite Music Network at \$4 per share, according to a one-year agreement signed recently. Cap Cities/ABC will purchase up to 1 million of Satellite Music Network's 9 million common shares outstanding on the open market by exercising warrants. Cap Cities/ABC's radio network recently became the exclusive sales agent of commercial time on Satellite Music Network's eight music formats.

MGM/UA Communications in Beverly Hills, Calif., re-

BUSINESS BRIEFS

ported that net income declined nearly 21 percent in the first quarter ended Nov. 30, 1987. Net income totaled \$2.08 million, or 4 cents per share, compared to \$2.62 million, or 5 cents per share, for the same period a year earlier. Operating revenues for the period increased to \$182 million, from \$131 million the same quarter in the previous year. The company reported a net gain of \$3 million from the sale of its corporate headquarters. Revenues were up in all divisions for the quarter, with the exception of home video and pay TV.

Los Angeles-based MCA Inc. declined to comment on recent reports that corporate raider Carl Icahn is accumulating shares of the company's stock. MCA's stock, currently trading at about \$36 per share, has fallen about 50 percent in the past six months. The company is estimated by analysts to be worth about \$60 per share, or \$4.6 billion. MCA has long been considered a takeover target, primarily because of its undervalued assets.

The New York-based Financial News Network reported its earnings rose about 8 percent for the first quarter ended Nov. 30, 1987. Earnings totaled \$1.4 million, or 12 cents per share,

compared to \$1.3 million, or 11 cents per share for the same quarter a year earlier. Revenues for the quarter totaled \$12.6 million, nearly double the \$6.7 million in quarterly revenues a year earlier. Financial News Network recently has invested substantial resources to improve and develop new product, and has made a major investment in another cable TV network, The Learning Channel.

A Federal Communications Commission judge in Washington has agreed to postpone an FCC hearing to give the family of convicted stock manipulator Ivan Boesky time to sell KGMC-TV in Oklahoma City under the agency's distress sales policy. The FCC had scheduled hearings to determine whether KGMC's license should be taken away over allegations that the Boesky family had illegally transferred control of the station. Under the agency's distress sales policy, broadcasters in trouble are permitted to sell their stations to minorities for up to 75 percent of their fair-market value.

Jones Intercable has completed its acquisition of Maryland Cable Limited Partnership, a cable television system near Washington, for \$32 million. Almost \$9 million of the price is contingent on the completion of housing developments in the works by the system's current general partner, Interstate General Co. #

THE HAL ROACH FAMILY ALBUM

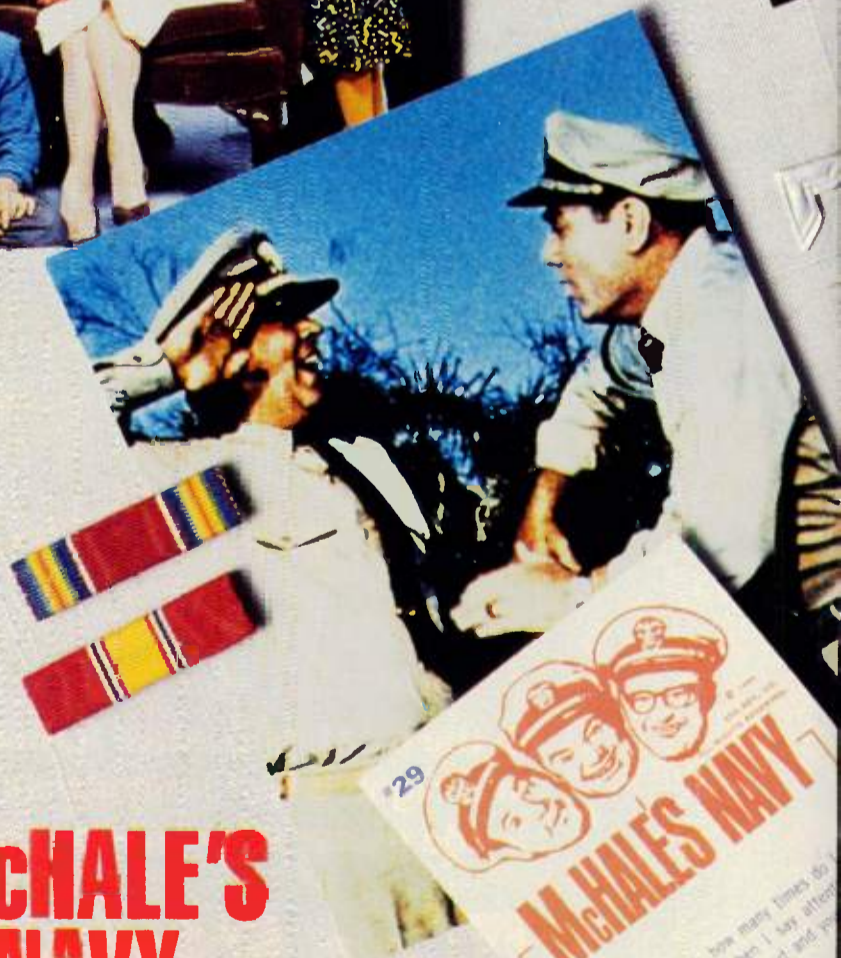


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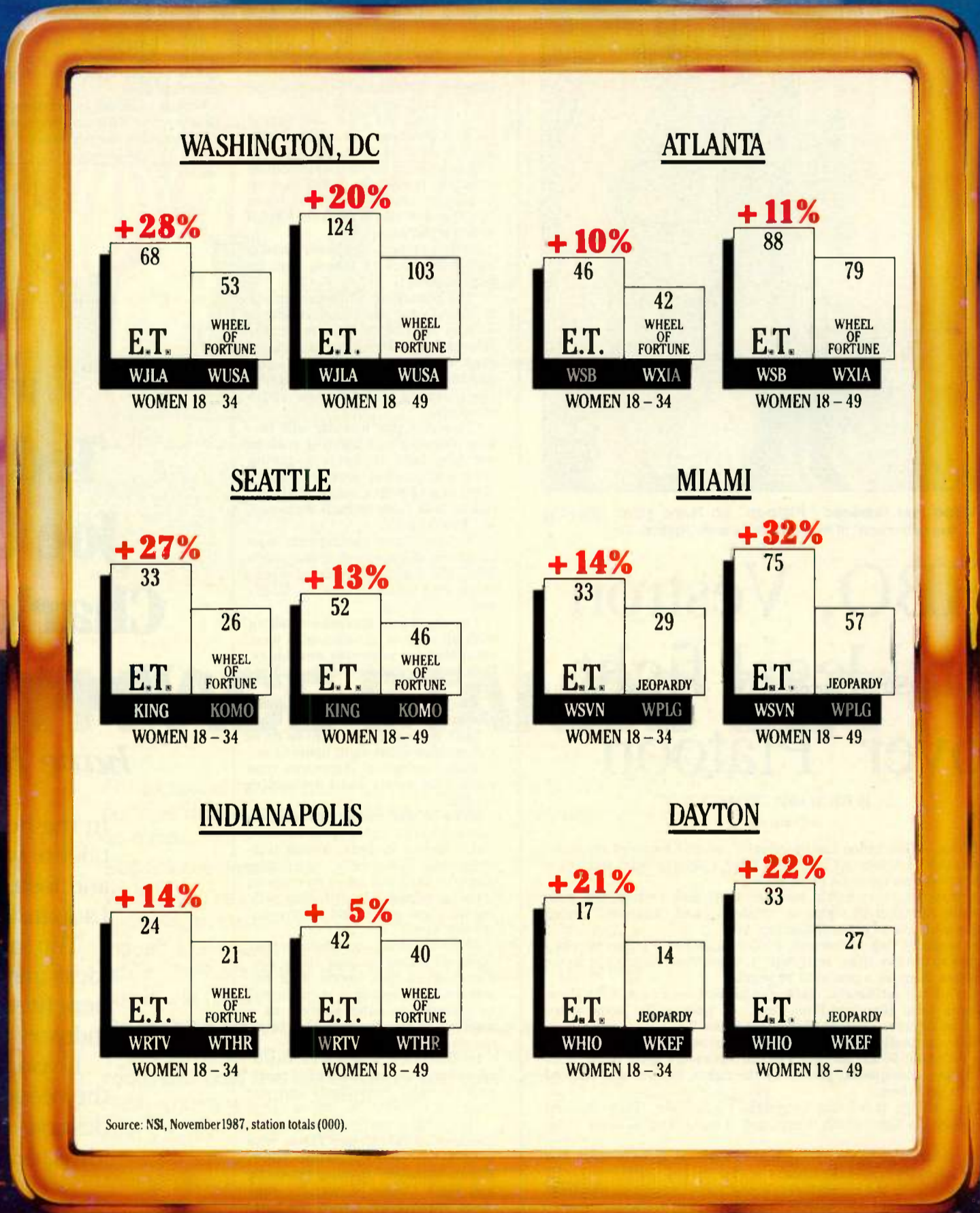
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CALL THIS NUMBER:

THE SYNDICATED PROGRAM WHEEL AND JEOPARDY...

TIME PERIOD RANK

		WOMEN 18 - 49	WOMEN 25 - 54	COMPETITION
San Francisco/KRON	7:30PM	#1	#1	EVENING MAGAZINE, MASH, NEW NEWLYWED GAME
Dallas/WFAA	10:30PM	#1	#1	TONIGHT SHOW, MASH, ALL IN THE FAMILY, LATE SHOW-FOX
Washington, D.C./WJLA	7:30PM	#1	#1	WHEEL OF FORTUNE, MASH, CHECKERBOARD, JEFFERSONS
Miami/WSVN	7:30PM	#1	#1	JEOPARDY, MASH, CHEERS, HIGH ROLLERS, TAXI
Phoenix/KTSP	10:30PM	#1	#1	TONIGHT SHOW, ABC NIGHTLINE, LATE SHOW-FOX, BARNEY MILLER
Indianapolis/WRTV	7:00PM	#1	#1	WHEEL OF FORTUNE, CBS NEWS, FACTS OF LIFE
Hartford/WFSB	11:30PM	#1	#1	TONIGHT SHOW, ABC NIGHTLINE, LATE SHOW-FOX
Nashville/WTVF	10:30PM	#1	#1	TONIGHT SHOW, MASH, FAMILY TIES, LATE SHOW-FOX
Harrisburg/WGAL	5:30PM	#1	#1	PEOPLE'S COURT, MASH, MAGNUM, HAPPY DAYS
Dayton/WHIO	7:30PM	#1	#1	JEOPARDY, BENSON, WORLD OF DISNEY
Oklahoma City/KTVY	11:30PM	#1	#1	ABC NIGHTLINE, CBS LATE NIGHT, ODD COUPLE
Mobile/WKRG	5:00PM	#1	#1	DIVORCE COURT, MASH, SILVER SPOONS
Honolulu/KGMB	10:30PM	#1	#1	ABC NIGHTLINE, MASH, LATE SHOW-FOX

Source: NSI, November 1987.

1-213-468-5000.

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FEBRUARY 29, 1988



Illustration by Karen Nigida

Ethical dilemmas

Number 1 challenge: balancing profits against public service

The most pressing ethical issue facing many media executives is the continuing conflict between making money and serving the public.

That was the dilemma most often cited by the readers who responded to ELECTRONIC MEDIA's survey on business ethics, published late last year.

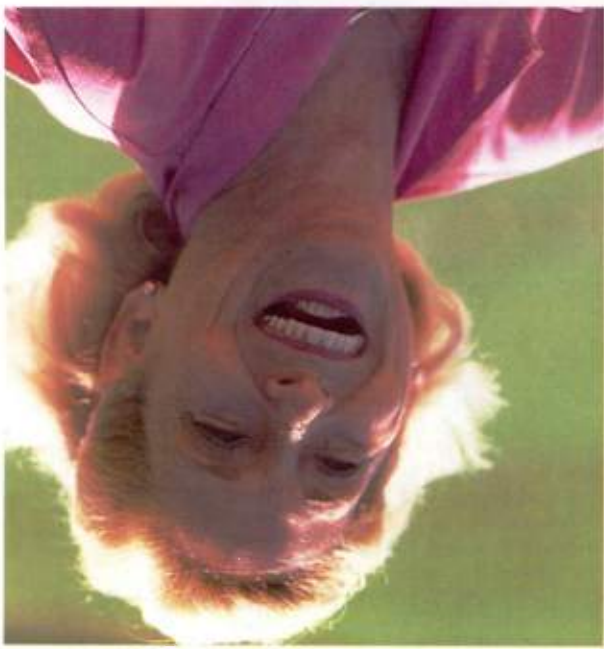
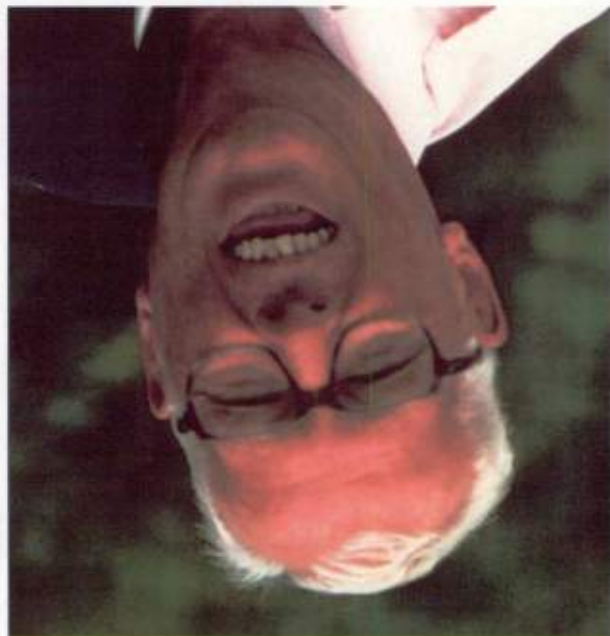
"Respondents seemed to be saying, 'Can't we somehow have less greed, sex and violence, and still make profits?' " concluded Tom Donaldson, Wirtenberger Professor of Ethics at Loyola University in Chicago, who analyzed the results for EM.

Included in this category are concerns about the quality of news coverage, especially as it's affected by budgetary concerns.

"One-sided news reporting, poor quality news reporting, business pressure on news programs (including, for example, doing a story on a client's business for a buy, or shading the news to protect business interests) and giving too much rein to young, inexperienced reporters were mentioned frequently," said Mr. Donaldson in his analysis.

Other ethical issues that ranked high among broadcasters' concerns were "plain, old-fashioned deception and lying," said Mr. Donaldson.

(Continued on Page 48)



Smile...